WORLD DEVELOPMENT REPORT 2004
10th Anniversary Conference

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Social Norms in the WDR 2015
4 insights motivate the WDR 2015

1. Paying attention is costly
2. Self-control is hard
3. Cultural mental models shape perceptions and choices
4. Social norms guide behavior
Social norms in the WDR 2004 triangle

Policy diffusion
Role of government

Foods to eat
How many children?

Treatment of minorities
Provider practices
What are social norms?

1. Arise from social interdependence

1. A tax or subsidy on behavior (in the utility function)

2. A rule for behavior in a given context AND common knowledge of the rule
Four observations about social norms

1. Norms can support material incentives
   a. Careers and status
   b. Tax payments
   c. Energy consumption
   d. Constitutional judgments against the state

2. Material incentives can shift the roles we assume (crowding out)

3. Norms can weaken incentives
   a. Anything with regard to status
   b. Anything considered out of bounds for group behavior

4. Bad norms survive; norms can be in conflict
Prevalence of and support for FGM/C

- Egypt: 91
- Eritrea: 89
- Liberia: 66
- Sudan: 88
- Yemen: 69
- Mauritania: 44
- Chad: 41
- Djibouti: 37
- Guinea-Bissau: 34
- Ethiopia: 31
- Nigeria: 27
- Côte d'Ivoire: 24
- Senegal: 20
- Central African Republic: 22
- Kenya: 18
- Burkina Faso: 9
- Uganda: 9
- Cameroon: 7
- United Republic of Tanzania: 6
- Iraq: 5
- Niger: 4
- Togo: 4
- Ghana: 4
- Benin: 1
Community-Led Total Sanitation

A norms-creation approach around ending open defecation.